

Rep Order# 9803232 Ver# 5 Status Revised  
EC'd Yes

Traffic Order# 52746

Printed: 09/18/2012 8:19 AM  
Last Received: 09/17/2012 6:19 PM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station EKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product PRIORITIES USA ACTIO  
Estimate# 1560  
Buyer Media Placement  
Phone#  
Fax#

Agency ( ) MUNDY KATOWITZ MEDIA  
1322 G ST SE  
WASHINGTON, DC 20003  
Agency C/P1/P2/E 321/340/1560  
Flight Dates 09/11/2012 - 09/17/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. WILL MGKD LINE 19 ON CURRENT SKED. PLS CNF

was 3,775.00 more to 52748  
300  
3,475.00  
9803232

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*8	W	630P-7P	AMERICAN DAD	:30	\$300.00	09/12-09/12	0	0	0	\$0.00	
				V3 Comment Changed, Spots/week Changed								
	*19	SU	1135P-1205A		:30	\$300.00	09/16-09/16	0	0	0	\$0.00	
				Sales Remark: V5 1X NA								
				V3 Added								
				V5 Comment Changed, Spots/week Changed								

---REPORT TOTALS---

Report Totals: 0 / \$0.00

---SALES MONTHLY TOTALS---

Sep 12: 17 / \$3,475.00  
Sales Totals: 17 / \$3,475.00  
Station Totals: 17 / \$3,475.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$69,500	CABL	0%	EKRC	5%	UNKN	0%	WBQC	0%	WCPO	23%
		WKRC	28%	WLWT	24%	WSTR	4%	WXIX	16%		

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Salesperson FAX# 202-955-5348

Books null  
Demos RA35+

Rep Order# 9803232 Ver# 4 Status Returned  
EC'd Yes

Traffic Order# 52746

Printed: 09/17/2012 3:01 PM  
Last Received: 09/14/2012 3:57 PM  
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--- REMARKS ---

pls see line 19  
t/r  
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*8	W	630P-7P	AMERICAN DAD	:30	\$300.00	09/12-09/12	0	0	0	\$0.00	
				V3 Comment Changed, Spots/week Changed								
	*19	SU	1135P-1205A		:30	\$300.00	09/16-09/16	1	1	1	\$300.00	
				Station Remark: V4 mg too late for log. mew wed -sun 10-1035p news ncir w/o 9/17								
				V3 Added								

---REPORT TOTALS---

Report Totals: 1 / \$300.00

---SALES MONTHLY TOTALS---

Sep 12: 18 / \$3,775.00  
Sales Totals: 18 / \$3,775.00  
Station Totals: 18 / \$3,775.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

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---COMPETITIVE---

Market Totals	\$75,500	CABL	0%	EKRC	5%	UNKN	0%	WBQC	0%	WCPO	23%
		WKRC	28%	WLWT	24%	WSTR	4%	WXIX	16%		

Books null  
Demos RA35+

Rep Order# 9803232 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 52746

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Last Received: 09/14/2012 3:57 PM  
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--- REMARKS ---

REVISED ORDER. NOTE-CHANGES LINE 8. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*8	W	630P-7P	AMERICAN DAD	:30	\$300.00	09/12-09/12	0	0	0	\$0.00	
				Sales Remark: V3 1X NA								
				V3 Comment Changed, Spots/week Changed								
	*19	SU	1135P-1205A		:30	\$300.00	09/16-09/16	1	1	1	\$300.00	
				Sales Remark: V3 MKGD								
				V3 Added								

1x Wed Jan 10-10:35/ (new) @ 300

---REPORT TOTALS---

Report Totals: 1 / \$300.00

---SALES MONTHLY TOTALS---

Sep 12: 18 / \$3,775.00  
Sales Totals: 18 / \$3,775.00  
Station Totals: 18 / \$3,775.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$75,500	CABL	0%	EKRC	5%	UNKN	0%	WBQC	0%	WCPC	23%
		WKRC	28%	WLWT	24%	WSTR	4%	WXIX	16%		

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Books null  
Demos RA35+

# Spot Manager: All, 09/11/12-09/17/12



Date	Week	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Priorities USA Action												
Agency: Mundy Katowitz Media												
Station: EKRC-TV												
Order: 52746												
Line: 1												
09/13/12 day		6:44:24 AM	:30	\$100.00	USATV0 6a	Good Morn Cincinnati	6a-7a	PRIORITIES USA ACTION	1560	P-2	1	MWASH
				\$100.00								1
Line: 2												
09/17/12 day		6:45:23 AM	:30	\$100.00	USATV0 6a	Good Morn Cincinnati	6a-7a	PRIORITIES USA ACTION	1560	P-2	1	MWASH
				\$100.00								1
Line: 3												
09/12/12 day		7:55:10 AM	:30	\$175.00	USATV0 7a	Good Morn Cincinnati	7a-8a	PRIORITIES USA ACTION	1560	P-2	1	MWASH
				\$175.00								1
Line: 4												
09/14/12 day		7:48:52 AM	:30	\$175.00	USATV0 7a	Good Morn Cincinnati	7a-8a	PRIORITIES USA ACTION	1560	P-2	1	MWASH
				\$175.00								1
Line: 5												
09/14/12 day		8:55:59 AM	:30	\$150.00	USATV0 M-F	8a-9a	8a-9a	PRIORITIES USA ACTION	1560	P-2	1	MWASH
				\$150.00								1
Line: 6												
09/17/12 day		8:58:15 AM	:30	\$150.00	USATV0 M-F	8a-9a	8a-9a	PRIORITIES USA ACTION	1560	P-2	1	MWASH
				\$150.00								1
Line: 7												
09/14/12 day		6:18:08 PM	:30	\$300.00	USATV0 M-F	6p-630p	6p-630p	PRIORITIES USA ACTION	1560	P-1	1	MWASH
				\$300.00								1
Line: 9												
09/13/12 day		7:25:19 PM	:30	\$450.00	USATV0 M-F	7p-730p	7p-730p	PRIORITIES USA ACTION	1560	P-3	1	MWASH
				\$450.00								1
Line: 10												
09/12/12 day		10:34:23 PM	:30	\$350.00	USATV0 M-F	10p Local 12 News	10p-1035p	PRIORITIES USA ACTION	1560	P-2	1	MWASH
				\$350.00								1
Line: 11												
09/15/12 day		10:12:54 PM	:30	\$350.00	USATV0 M-Su	10p Local 12 News	10p-1035p	PRIORITIES USA ACTION	1560	P-2	1	MWASH
				\$350.00								1
Line: 12												
09/17/12 day		11:03:39 PM	:30	\$200.00	USATV0 M-F	1035p-1105p	1035p-1105p	PRIORITIES USA ACTION	1560	P-2	1	MWASH
				\$200.00								1
Line: 13												
09/13/12 day		11:18:12 PM	:30	\$300.00	USATV0 M-F	1105p-1135p	1105p-1135p	PRIORITIES USA ACTION	1560	P-1	1	MWASH
				\$300.00								1
Line: 14												
09/17/12 day		11:49:03 PM	:30	\$300.00	USATV0 M-F	1135p-1205a	1135p-1205a	PRIORITIES USA ACTION	1560	P-1	1	MWASH

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 09/11/12-09/17/12



Date	We	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Priorities USA Action

Agency: Mundy Katowitz Media

Station: EKRC-TV

Order: 52746

Line: 14

				\$300.00							1	
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Line: 15

09/15/12 day	2:31:06 PM	:30	\$75.00	USATV0 Sa 12p-6p		(2:00:00 PM-3:00:00 PM)	PIPRIORITIES USA ACTIO 1560	P-4			1	MWASH
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			\$75.00								1	
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Line: 16

09/15/12 day	3:50:12 PM	:30	\$100.00	USATV0 Sa 12p-6p		(3:00:00 PM-4:00:00 PM)	PIPRIORITIES USA ACTIO 1560	P-4			1	MWASH
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			\$100.00								1	
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Line: 17

09/16/12 day	12:58:49 PM	:30	\$75.00	USATV0 Su 12p-7p		(12:00:00 PM-1:00:00 PM)	PIPRIORITIES USA ACTIO 1560	P-4			1	MWASH
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			\$75.00								1	
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Line: 18

09/16/12 day	2:29:05 PM	:30	\$125.00	USATV0 Su 12p-7p		(2:00:00 PM-3:00:00 PM)	PIPRIORITIES USA ACTIO 1560	P-4			1	MWASH
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			\$125.00								1	
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			\$3,475.00								17	
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			\$3,475.00								17	
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			\$3,475.00								17	
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			\$3,475.00								17	
--	--	--	------------	--	--	--	--	--	--	--	----	--

			\$3,475.00								17	
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[Filtered by: ] [Sorted by: Station]